

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* AUG21/12 17.10  
\*\*\* WFLA-TV \*\*\*

REF. #  
OEE. #  
SAHESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA-  
MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG21/12	17.10
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SUBJECT CHANGE LN'S 15, 31, 42  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1563												
15		NZ	730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
PROGRAM : ENT TONIGHT CON COM1 : ENT TONIGHT												
31		NZ	700P-730P	30		\$1,300.00	10/2	10/2	1		TUE	1
PROGRAM : 7P NEWS CON COM1 : 7P NEWS												

REP HEADLINE# 6278094  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 17.10  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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42	NZ		730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
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PROGRAM : ENT TONIGHT  
 CON COM1: ENT TONIGHT

OCT/12 45825.00

CONTRACT TOTAL 45825.00  
 TOTAL SPOTS 42

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6278094  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 14.1  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6278094 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1563 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 14.14

REP: NEW ORDER  
TTL \$45,825 @42X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 340  
AGENCY EST# = 1563

1			1235A-135A	30		\$300.00	10/5	10/5	1		FRI	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
2			200P-300P	30		\$400.00	10/5	10/5	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												

REP HEADLINE# 6278094  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
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 ORDER WORKSHEET HARRIS REPORT FROM REP  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/5	10/5	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/5	10/5	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/5	10/5	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/5	10/5	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/5	10/5	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/8	10/8	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/8	10/8	1		MON	1
10			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,500.00	10/8	10/8	1		MON	1
11			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/8	10/8	1		MON	1

REP HEADLINE# 6278094  
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 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/8	10/8	1		MON	1
13			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/8	10/8	1		MON	1
14			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/8	10/8	1		MON	1
15			730P-800P PROGRAM : <del>EXTRA&lt;</del> CON COM1: <del>EXTRA&lt;</del>	30		\$1,500.00	10/8	10/8	1		MON	1
16			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/6	10/6	1		SAT	1
17			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/7	10/7	1		SUN	1
18			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/4	10/4	1		THU	1
19			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/4	10/4	1		THU	1
20			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/4	10/4	1		THU	1

REP HEADLINE# 6278094  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP

FAX# 703-516-9680  
 AUG14/12 14.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/4	10/4	1		THU	1
22			530P-600P PROGRAM : NWSCH @5:30P CON COM1: NWSCH @5:30P	30		\$1,250.00	10/4	10/4	1		THU	1
23			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/4	10/4	1		THU	1
24			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$4,500.00	10/4	10/4	1		THU	1
25			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
26			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
27			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/2	1		TUE	1
28			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/2	10/2	1		TUE	1
29			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/2	10/2	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/2	10/2	1		TUE	1
31			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT 30 NEWS	30		\$1,300.00	10/2	10/2	1		TUE	1
32			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/2	1		TUE	1
33			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/2	1		TUE	1
34			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/3	10/3	1		WED	1
35			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/3	10/3	1		WED	1
36			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$300.00	10/3	10/3	1		WED	1
37			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/3	10/3	1		WED	1
38			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/3	10/3	1		WED	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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39			600P-630P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												

40			600A-700A	30		\$1,000.00	10/3	10/3	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												

41			700A-900A	30		\$1,200.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

42			730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
PROGRAM : EXTRA<												
CON COM1: EXTRA<												

OCT/12 45825.00 CONTRACT TOTAL 45825.00  
 TOTAL SPOTS 42

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*



Mundy Katewitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 45825	<b>Campaign Ref:</b> E:120821101
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1563	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278094
<b>Est./PO Number:</b> 06278094	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Priorities Usa Actio	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	1		1	300
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1		1	400
3	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1		1	725
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
5	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1		1	1000
6	M-F 7a Today Show ...F..	02	1200	30 Comme	Nbr of Spots	1		1	1200
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1		1	950
8	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots		1	1	350
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots		1	1	800
<b>Weekly Totals:</b> Total Spots(Ord Spots)						34	8	42	

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<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 45825	<b>Campaign Ref:</b> E:120821101
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 321 /340 /1563	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278094
<b>Est./PO Number:</b> 06278094	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 5p News	02	1500	30		1	1	1500
11	M-F 530a News	02	450	30		1	1	450
12	M-F 6a News	02	1250	30		1	1	1250
13	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	5000
14	M-F 7a Today Show	02	1400	30		1	1	1400
15	M-F 730p Entertainment Tonight	02	1500	30		1	1	1500
16	Sat 9a News	02	500	30		1	1	500
17	Sun 9a News	02	450	30		1	1	450
18	M-Su 11p News	02	1700	30		1	1	1700
19	M-F 12p Today Show III	02	250	30		1	1	250
20	M-F 3p Doctors	03	450	30		1	1	450
<b>Weekly Totals: Total Spots(Ord Spots)</b>					34	8	42	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



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P.O. Box 1410  
Tampa, FL 33601

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Original

Client: Priorities Usa Action/ Issue	Submission Cost: 45825	Campaign Ref: E:120821101
Buyer: "	Client/Product/Estimate: 321 / 340 / 1563	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06278094
Est./PO Number: 06278094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
22	M-F 530p News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
23	M-F 6a News ...T...	02	1000	30 Comme	Nbr of Spots	1	1	1000
24	M-F 630p ET / 530p CT NBC Nightly News ...T...	02	4500	30 Comme	Nbr of Spots	1	1	4500
25	M-F 9a Today Show II ...T...	02	950	30 Comme	Nbr of Spots	1	1	950
26	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	675	30 Comme	Nbr of Spots	1	1	675
27	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 4p Dr Oz ...T...	03	725	30 Comme	Nbr of Spots	1	1	725
29	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
30	M-F 530p News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

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Submission Number 745 Issue 1



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Buyer:		Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 7p News T.....	02	1300	30 Comme	Nbr of Spots 1		1	1300
32	M-F 7a Today Show T.....	02	1200	30 Comme	Nbr of Spots 1		1	1200
33	M-F 9a Today Show II T.....	02	950	30 Comme	Nbr of Spots 1		1	950
34	M-F 10a News ..W....	01	350	30 Comme	Nbr of Spots 1		1	350
35	M-Su 11p News ..W....	02	1700	30 Comme	Nbr of Spots 1		1	1700
36	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots 1		1	300
37	M-F 12p Today Show III ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
38	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots 1		1	400
39	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
40	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots 1		1	1000
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots 1		1	1200
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

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Submission Number 745 Issue 1



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<b>Client:</b>	Priorities Usa Action/ Issue	<b>Submission Cost:</b>	45825	<b>Campaign Ref:</b>	E:120821101
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	321 /340 /1563	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 10/14/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06278094
<b>Est./PO Number:</b>	06278094	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 730p Entertainment Tonight ..W....	02	1300	30 Comme	1		1	1300
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

Grand Totals				Month 10 Weeks: 4			
Totals		10/01		10/08			
Spots	42		34				8
Cost	45825		33576				12250

Grand Totals: Spots: 42  
Gross Total: 45,825.00  
Commission: 6,873.75  
Net Total: 38,951.25